

Press Release

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Sign Up for May 10 Countywide Cleanup Day

“Pitch In” movement to make Santa Cruz County the cleanest in California

Community members across Santa Cruz County are invited to take part in the second annual Pitch In All Santa Cruz Cleanup Day, happening Saturday, May 10, 2025. Volunteers of all ages are encouraged to sign up now at PitchInSantaCruz.org to join one of dozens of cleanup efforts stretching from Davenport to the Pajaro Valley.

Following the success of last year’s event — when more than 430 volunteers removed over 1,500 pounds of litter from local neighborhoods, beaches, parks, and creeks — this year’s cleanup aims to build on that momentum with even broader community participation.

“Pitch In is about more than just picking up trash,” said founder Sally-Christine Rodgers. “It’s about showing up for our neighbors, our wildlife, and our environment. When we work together, we build a cleaner, healthier community.”

Once again, this year’s event brings together dozens of organizations including Watsonville Wetlands Watch, Ecology Action, Save Our Shores, O’Neill Sea Odyssey, and Downtown Streets Team, as well as local schools, neighborhood groups, church congregations, and businesses like Big Creek Lumber and Martinelli’s. The offices of federal, state and local elected officials will join in the effort alongside volunteers from UCSC, Pajaro Valley Unified schools, and many other schools and community institutions.

Individuals, families, classrooms, clubs, and businesses are all welcome to participate. Cleanup supplies are provided, and volunteers can choose from a variety of existing cleanup sites or create their own.

What You Can Do:

- Sign up now at PitchInSantaCruz.org
- Mark your calendar: Saturday, May 10, 2025
- Spread the word: Invite friends, neighbors, and coworkers to join
- Be a champion: Organize a cleanup in your neighborhood or adopt a site

Let’s Pitch In together and make Santa Cruz County a cleaner, greener place for everyone!